

CALIFORNIA RAISIN MARKETING BOARD

MARKET DEVELOPMENT SUBCOMMITTEE MEETING NOTICE

December 30, 2009

TO: Members and Alternates of the Market Development Subcommittee

SUBJECT: Notice of Meeting

CRMB Market Development Subcommittee Chairperson Doug Cords has scheduled a meeting of the Market Development Subcommittee for Tuesday, January 12, 2010 at 1:00 pm in the RAC/CRMB Conference Room, 3445 N. First Street, Suite 101, Fresno, California.

The Market Development Subcommittee will review relevant marketing activities.

For further information regarding this meeting, please contact: Gary Schulz, President/General Manager, California Raisin Marketing Board, 3445 North First Street, Suite 101, Fresno, California 93726, (559) 248-0287. Copies of this notice and agenda are posted at the following Internet addresses: <http://it.cdfa.ca.gov/igov/postings/detail.aspx?type=Notices> and/or http://www.loveyourraisins.com/meeting_notices/

CALIFORNIA RAISIN MARKETING BOARD


Gary Schulz
President/General Manager

Meeting: Market Development Subcommittee

Date: Tuesday, January 12, 2010

Time: 1:00 pm

Place: RAC/CRMB Conference Center
3445 North First Street, Suite 101
Fresno, California

cc: Members and Alternates of CRMB
Mr. Robert Maxie, Mr. Dennis Manderfield, CDFA

Special accommodations will be made for the physically handicapped, vision or hearing-impaired persons upon request, by contacting CRMB prior to the meeting.

AGENDA - Over

CALIFORNIA RAISIN MARKETING BOARD

MARKET DEVELOPMENT SUBCOMMITTEE

AGENDA

Tuesday, January 12, 2010

1:00 pm

1. Call to Order.
2. Roll Call. Establish a Quorum.

Market Development Subcommittee:

MEMBER

Doug Cords, Chairperson
Ron Kazarian, Vice Chairperson
Kathy Merlo
Kenny Bedrosian
Glen Goto
Michael Koligian
Harold Hilker
Barry Kriebel
Dennis Wilt, Ex-Officio

ALTERNATE

Jon Marthedal
Manuel Medeiros
Robert Sahatjian
Victor Sahatdjian
Steve Spate
Harvey Singh
Vaughn Koligian
Jeffrey Bortolussi

3. Approval of Market Development Subcommittee Minutes of May 14, 2009 as mailed.
4. Approval of Market Development Subcommittee Minutes of December 17, 2009 as mailed.
5. Review brief update on Marketing Activities.
6. Review for Approval to let staff move forward with logistics and applicable fees for the following events for FY2010-2011:
 - a. International Baking Industry Exposition (IBIE), September 26-29, 2010
 - b. Food and Nutrition Conference & Expo (FNCE), November 6-9, 2010
 - c. American Association of Cereal Chemists (AACC), October 24-27, 2010
7. Other Business
8. Adjournment

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